



ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE () _____ FAX () _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

Published annually in
August.

DUE DATE
Space reservation
and ad materials
due **May 1, 2021.**

BONUS BUYS FOR OAN MEMBERS

- Buy one full-page B&W ad, get one 1/3 horizontal ad free.
- Buy one ad at full price and receive all additional ads of equal or smaller size at half price (full-page ads excluded).
- Buy one 4-color ad, get one 1/2 horizontal B&W ad free.
- Buy a 4-color full page ad and receive a free results page premium or leaderboard ad for one month on www.NurseryGuide.com!



AD MATERIALS

For ad dimensions and file specs, refer to the 2021 Media Kit or log on to www.oan.org/ads.

Please check the box below that best reflects the ad to be placed.

- REPEAT AD
 Current *Digger* ad
 Previous *Digger* ad

SPECIFY MONTH/YEAR _____

- ALTER AD
 Include copy changes.
- COMPOSE NEW AD
- NEW AD TO ARRIVE BY
 MAY 1, 2021
 Ads or images must be in high resolution (300 ppi):
- PDF (embed fonts)
 - EPS
 - Photoshop TIF
 - InDesign (any version) — packaged with fonts, images

AD RATES (Please check size and circle amount)

	BLACK & WHITE		FULL COLOR		BONUS	INDICATE QUANTITY
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER		
<input type="checkbox"/> Full Page	\$1,051	\$1,365	\$2,261	\$2,968		<input type="checkbox"/>
<input type="checkbox"/> 2/3 Page	930	1,204				<input type="checkbox"/>
<input type="checkbox"/> 1/2 Horizontal	683	912			Full color available only in full page ads due to production limitations	<input type="checkbox"/>
<input type="checkbox"/> 1/2 Vertical	683	912				<input type="checkbox"/>
<input type="checkbox"/> 1/3 Horizontal	553	730				<input type="checkbox"/>
<input type="checkbox"/> 1/3 Vertical	553	730				<input type="checkbox"/>
<input type="checkbox"/> 1/6 Horizontal	420	577				<input type="checkbox"/>
<input type="checkbox"/> 1/6 Vertical	420	577				<input type="checkbox"/>
<input type="checkbox"/> 1/12 Page	232	352				<input type="checkbox"/>

PREMIUM POSITIONS (full-page, full color only)

<input type="checkbox"/> Inside Cover	n/a	n/a	\$2,913	\$3,787		<input type="checkbox"/>
<input type="checkbox"/> Back Cover	n/a	n/a	Call	Call		<input type="checkbox"/>
<input type="checkbox"/> Facing Contents	n/a	n/a	2,364	3,072		<input type="checkbox"/>
<input type="checkbox"/> Divider Tabs	n/a	n/a	2,850	3,790		<input type="checkbox"/>

PLACEMENT REQUEST — We can place your ad near the plant, supply or service category of your choice. Every effort will be made to position the ad as requested; however, we cannot guarantee placement unless a premium position has been paid for.

Listing/category/other: _____

SUBMIT ADS

Email ads to ads@oan.org

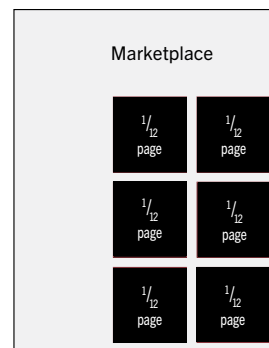
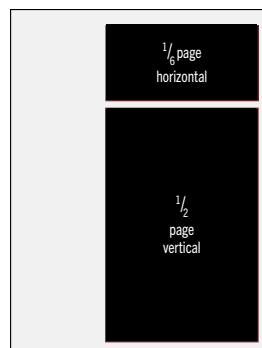
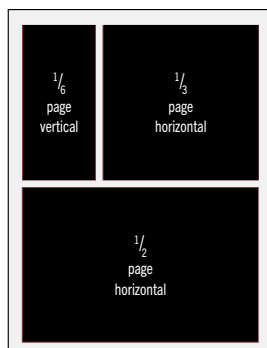
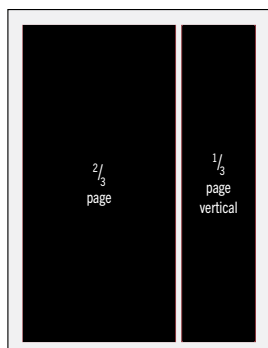
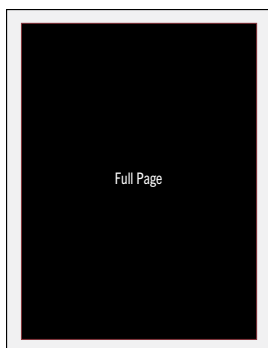
NURSERY GUIDE LISTINGS

Plant, service and supply listings are an economical way to increase your exposure. The more you buy, the cheaper your rate. Log on to www.NurseryGuide.com for details and to get started.



Print Production Specs

2021 OAN PRINT MEDIA



DISPLAY AD DIMENSIONS

Width and depth, in inches.

Full page..... 7 ⁵/₁₆ X 10 ¹/₈ (7.3125 x 10.125)

• See below for bleed specs.

²/₃ page 4 ¹³/₁₆ X 10 ¹/₈ (4.8125 x 10.125)

¹/₂ page (horizontal) 7 ⁵/₁₆ X 4 ¹⁵/₁₆ (7.3125 x 4.9375)

¹/₂ page (vertical)..... 4 ¹³/₁₆ X 7 ¹/₂ (4.8125 x 7.5)

¹/₃ page (horizontal) 4 ¹³/₁₆ X 4 ¹⁵/₁₆ (4.8125 x 4.9375)

¹/₃ page (vertical)..... 2 ⁵/₁₆ X 10 ¹/₈ (2.3125 x 10.125)

¹/₆ page (horizontal) 4 ¹³/₁₆ X 2 ³/₈ (4.8125 x 2.375)

¹/₆ page (vertical)..... 2 ⁵/₁₆ X 4 ¹⁵/₁₆ (2.3125 x 4.9375)

Marketplace (¹/₁₂ page)... 2 ⁵/₁₆ X 2 ³/₈ (2.3125 x 2.375)

¹/₁₂ page (Nursery Guide)..... 2 ⁵/₁₆ X 2 ³/₈ (2.3125 x 2.375)

PAGE SPECIFICATIONS

TRIM SIZE 8 ³/₈ X 10 ⁷/₈ inches, all publications. **All live matter must be kept within 1/2 inch of trim size.**

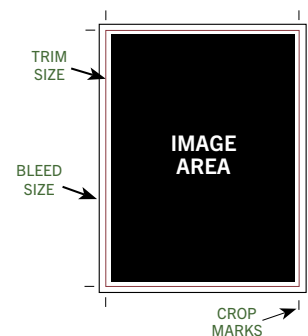
BLEED SIZE 8 ⁵/₈ X 11 ¹/₈ inches. Two-page spreads add ¹/₄ inch for gutter, all publications.

COLUMN SIZE 2 ⁵/₁₆ X 10 ¹/₈ inches. Three columns per page, all publications.

PRINTING PROCESS Web offset, all publications.

BINDING

Digger – saddlestitch, *Farwest Edition* – perfect bind, *OAN Nursery Guide* – perfect bind



SUBMITTING FILES

Electronic File Specifications. OAN publications are produced on a Macintosh platform using [Adobe Creative Cloud](#). Please follow these guidelines when submitting your electronic files to OAN publications.

- **DESKTOP FILE FORMATS.** The preferred format for submitted ads is a single high-resolution file [Adobe Acrobat PDF, EPS, TIF, or INDD (any version)] with all fonts and images embedded, included or turned to outlines. Full-color ads must be CMYK; black-and-white ads must be grayscale. **Other file formats may be accepted on a case-by-case basis.**
- **IMAGES.** OAN publications require high-resolution images and graphics at 300 ppi in CMYK color mode. Submit full-color images as PDF, TIF or EPS files. For black-and-white images, submit TIF or EPS files in grayscale.
- **FONTS.** All fonts must be embedded or converted to outlines. If fonts must accompany the submission, please provide OTF or TTF file formats in both MAC and PC formats.

Submit ads. E-mail ads to ads@oan.org

FOR ASSISTANCE, CONTACT:



OREGON
ASSOCIATION OF
NURSERIES™

www.oan.org/ads | ads@oan.org

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